



## Strategic Goal 6: Promoting International Understanding

Through engagement, assistance, and dialogue, foster a two-way flow of people, ideas, and information—a process defined by mutual learning and respect and designed to create peaceful and productive relationships between the United States and other countries

### I. Public Benefit

The international exchange of information, persons, and ideas is fundamental to the security of the United States. Public diplomacy and public affairs functions are premised on the knowledge that public opinion, the development of future leaders, and the benefits of education programs influence societies and affect official decision-making almost everywhere in the world today. The Department's public diplomacy activities seek to promote better appreciation and understanding for the U.S. abroad and greater receptivity for U.S. policies among international publics, as well as greater knowledge among Americans about the world. This is accomplished by the efforts of U.S. embassies abroad and public diplomacy professionals in Washington to understand, engage, inform and influence international publics. The need for public understanding continues to be critically important, both domestically and internationally. Anti-American sentiment must be countered with appreciation for our policies and values, our contributions to win the war on terrorism, and our efforts to achieve greater international stability.

Public diplomacy is a critical component in these efforts. It provides a rapid flexible capability for U.S. diplomacy directed at improving understanding of and support for U.S. policy, encouraging and empowering moderates with a positive vision of hope; isolating and marginalizing those who preach violence, confronting their ideology of tyranny and hate; and discouraging indoctrination in extremism. Used over the long term, public diplomacy programs foster a sense of common interests and common values between Americans and people of different countries, cultures and faiths throughout the world; build and maintain a foundation of trust between U.S. and foreign publics that directly supports U.S. approaches to satisfying universal demands for human dignity, the rule of law, limits on the absolute power of the state, free speech, freedom of worship, education, equal justice, respect for women, religious and ethnic tolerance, and respect for private property.

The Department is expanding the scope of public diplomacy by engaging younger and broader audiences, youth and key influencers in the Arab and Muslim world and other regions; tailoring programs and messages to reach these targets; using multiple channels of communication and interaction to expand our reach, including Internet and other electronic outreach to overseas Muslim and Arab audiences, providing aggressive, proactive advocacy of U.S. policies and objectives while maximizing resources among bureaus and overseas posts, and coordinating interagency communication activities for the development and communication of USG messages across the globe. Through public affairs programs, the Department also informs the American people of U.S. foreign policy and initiatives that have a direct impact on their lives and provides opportunities for them to participate in programs that build individual capacity and deeper resources for the nation. In our democratic society, it is imperative that the public understands the basis of Department policies carried out on their behalf.

### II. Resource Summary (\$ in Thousands)

	FY 2006 Actual	FY 2007 Estimate	FY 2008 Request	Change from FY 2007	
				Amount	%
Staff	1,980	1,973	1,993	20	1.01%
Funds	\$821,335	\$793,302	\$880,600	\$87,298	11.00%



### III. Strategic Goal Context

Shown below are the indicators, accounts, bureaus and partners that contribute to accomplishment of this strategic goal. Acronyms are defined in the glossary at the back of this publication.

Strategic Goal	Performance Indicator	Major Accounts	Lead Bureau(s)	Key Partners
Promoting International Understanding	Foreign Exchange Participants By Region (PART)	ECE, FSA, SEED	ECA, Regional Bureaus	NGOs, academia, private sector
	Foreign Youth Participants with Significant Muslim and Arab Populations	ECE, FSA, SEED	ECA, Regional Bureaus	NGOs, academia, private sector
	Program Participants Who Espouse Democratic Principles (PART)	ECE, FSA, SEED	ECA, Regional Bureaus	NGOs, academia, private sector
	Foreign Audiences Of U.S. South Asian Bilateral And Multilateral Ties	ECE, FSA, SEED	ECA, IIP, Regional Bureaus	BBG, NGOs, academia, private sector
	Participants Who Continue Professional Collaborations After Exchange Experience (PART)	ECE, FSA, SEED	ECA, Regional Bureaus	NGOs, academia, private sector
	NEA and SA Participants Who Initiate Change in Community (PART)	ECE, FSA, SEED, MEPI	ECA, Regional Bureaus	NGOs, academia, private sector
	Public Diplomacy Audience with Understanding of U.S. Policies and Society	D&CP	ECA, IIP	Media, NGOs, academia, private sector
	Audience Reached through Interactive Alumni Website (PART)	ECE, FSA, SEED	ECA, Regional Bureaus	NGOs, academia, private sector
	Official U.S. Sourcing and Rating for U.S. Issues in Pan-Arab Media	D&CP	IIP, PA, NEA	USAID, BBG, NGOs, media, private sector
	Outreach Activities to U.S. Audiences and Media	D&CP	PA	Academia, NGOs
	Arab/Muslim Journalists Reached Through Overseas Reporting Tours	D&CP	IIP, PA, NEA	BBG, media, NGOs, private sector



## IV. Performance Summary

For each initiative/program that supports accomplishment of this strategic goal, the most critical FY 2008 performance indicators and targets are shown below.

Indicator #1: Number of Foreign Exchange Participants By Region (PART)		
Output		
TARGETS	FY 2008	29,375 participants
	FY 2007	27,992 participants
RESULTS	2006	East Asia and the Pacific (EAP): 2,885. Africa (AF): 2,088. Near East (NEA): 3,516. South and Central Asia (SCA): 4,186. Western Hemisphere (WHA): 2,273. Europe and Eurasia (EUR): 13,044. Total: 27,992.
	2005	AF: 1,125. EAP: 2,712. Europe: 10,342. Eurasia: 3,051. NEA: 2,026. South Asia: 1,329. WHA: 2,295. Total 22,880.
	2004	AF: 1,057. EAP: 2,422. Europe: 9,463. Eurasia: 3,538. NEA: 1,972. South Asia: 1,156. WHA: 1,914. Total: 21,522.
	2003	Baseline: AF: 1,042. EAP: 2,240. Eurasia: 6,583. Europe: 9,356. NEA: 1,626. South Asia: 732. WHA: 1,788 Total: 23,367.
DATA QUALITY	Indicator Validation	The measure is a critical indicator of the scope and reach of exchange programs. The Department tracks this information over time to assess trends and ensure proper audience targeting.
	Data Source	Data is entered directly from bureau and partner databases, is checked and verified through an annual data call, and is rechecked and verified through the Exchanges Statistical Management System.



Indicator #2: Number of Foreign Youth Participants in Regions With Significant Muslim and Arab Populations Reached by the Youth Exchange and Study Program		
Output		
TARGETS	FY 2008	Near East (NEA): 385. East Asia and Pacific (EAP): 295. South Asia (SA): 195. Africa (AF): 80. Europe (EUR): 45. Total: 1000.
	FY 2007	NEA: 347. EAP: 250. SA: 140. AF: 70. EUR: 43. Total: 850.
RESULTS	2006	NEA: 320. EAP: 185. SCA: 105. AF: 78. EUR: 35. Total: 723.
	2005	660
	2004	300 percent increase in new participants in youth exchange programs from 2003. NEA: 231. EAP: 110. SA: 90. AF: 18. EUR: 21. Total: 470.
	2003	NEA: 54. EAP: 40. SA: 27. AF: 20. EUR: 19. Total: 160.
DATA QUALITY	Indicator Validation	Quantitative measures based on increases in number of participants are reliable and give an accurate measure of potential increased impact of exchange activities. Qualitative measures substantiate fulfillment of program goals.
	Data Source	The numbers of participants are verified by the non-profit partner organizations that provide the programming for the participants.



Indicator #3: Percentage of Program Participants Who Espouse Democratic Principles at Least One Year After Their Program (PART)		
Outcome		
TARGETS	FY 2008	84 percent
	FY 2007	82 percent
RESULTS	2006	80.17 percent
	2005	78.84 percent
	2004	80 percent
	2003	<u>Baseline</u> : 68 percent
DATA QUALITY	Indicator Validation	The Department will measure the impact of our democracy related information products on audiences, generally opinion leaders and influencers, such as media commentators, NGO leaders, editorial writers and educators. Results are measured over three year periods to avoid spikes and outliers. Once a track record of two to three years is established at a certain range, we will adjust the targets accordingly. The result is measured through several survey questions that indicate whether the respondents agree with democratically oriented principles in politics, work, and societal issues.
	Data Source	Data is gathered in statistically valid surveys and polling conducted by independent evaluators. An attempt is made to use comparison groups to assess the true impact.



Indicator #4: Support By Foreign Audiences Of U.S. South Asian Bilateral And Multilateral Ties		
Outcome		
TARGETS	FY 2008	Two thirds or more of South Asia's decision-makers and urban residents approve of bilateral relations with the U.S. and believe the future will be even better. Anecdotal reports from posts and media commentary also reflect increased support for USG messages.
	FY 2007	Two thirds or more of South Asia's decision-makers and urban residents approve of bilateral relations with the U.S. and believe the future will be even better. Anecdotal reports from posts and media commentary also reflect increased support for USG messages.
RESULTS	2006	Region-wide, the U.S. receives a 70 percent approval rating in public opinion polls and polls showing recognition of shared values. Anecdotal reports from posts and media commentary also reflect increased support for USG messages.
	2005	According to a December 2004 opinion poll, urban Indians gave the United States the second most positive score (81 percent) for overall country image. Majorities also have good opinions of the people and cultures of the U.S. (62 percent). In a nationwide survey in India, the U.S. tied for the highest overall country image (48 percent).
	2004	Region-wide, the U.S. receives a 60 percent overall approval rating in public opinion polls. Anecdotal reports from Posts and media commentary also reflect increased support for USG messages.
	2003	According to 2003 Bureau of Intelligence and Research's Office of Research (INR/R) polls, 59 percent of Pakistanis and 83 percent of urban Indians feel ties to the United States are "good;" 44 percent of Indians said that they have at least some confidence in the U.S. "to deal responsibly" with problems in their region. Muslim Bangladeshis are moderately upbeat about their country's relationship with the U.S. By a three-to-one margin (51 percent to 16 percent they feel that bilateral ties are good. There is no available 2003 INR/R polling data for Nepal, Sri Lanka or Afghanistan.
DATA QUALITY	Indicator Validation	INR/R is the recognized State entity capable of designing and conducting polling and focus group activities. Polling is the primary means to measure shifts in international public opinion although recognizing that any U.S. response to significant events of worldwide or regional consequence might affect polling results.
	Data Source	INR/R polling, post and media commentary.



Indicator #5: Percentage of Participants Who Continue Professional Collaborations More Than Five Years After Their Exchange Experience (PART)		
Output		
TARGETS	FY 2008	96 percent
	FY 2007	94 percent
RESULTS	2006	98.60 percent
	2005	93.68 percent
	2004	93 percent
	2003	<u>Baseline</u> : 81 percent
DATA QUALITY	Indicator Validation	This is a key indicator because it measures sustained relationships between U.S. and foreign individuals, which is particularly important when looking at potential problems in official relations between countries.
	Data Source	Data derived from statistically valid surveys of exchange program participants conducted through independent program evaluations and an on-line survey tool developed to capture pre, post and follow-up program data.



Indicator #6: Percentage of Participants From the Near East and South Asia Who Initiate Positive Change in Their Community Within Five Years (PART)		
Output		
TARGETS	FY 2008	94 percent
	FY 2007	92 percent
RESULTS	2006	98.58 percent of those surveyed have implemented positive change in their organization or community.
	2005	Of those surveyed, 100 percent had implemented a positive change
	2004	Of those surveyed, 100 percent implemented a positive change based on a series of three research questions. Although the sample surveyed was more limited than we would have liked, we have confidence the target was met and therefore rate the indicator on target.
	2003	80 percent (global)
DATA QUALITY	Indicator Validation	This indicator was chosen because it reflects one of the fundamental outcomes of mutual understanding and developing a foundation of trust, as well as an intermediary level of outcomes based on the Kirkpatrick learning and Phillips ROI methods for assessing results.
	Data Source	Data is derived from surveys of exchange program participants conducted through independent program evaluations and an on-line survey tool developed to capture pre, post, and follow-up program data.





Indicator #7: Key Public Diplomacy Audience(s) with an Improved or Increased Understanding of U.S. Policies, Society and Values		
Outcome		
TARGETS	FY 2008	76 percent
	FY 2007	75 percent
RESULTS	2006	72.22 percent
	2005	68.10 percent
	2004	67.74 percent
	2003	<u>Baseline:</u> 65 percent
DATA QUALITY	Indicator Validation	Public diplomacy's mission is to inform foreign publics about the United States and its society and policies. Improved or increased understanding of U.S. policies, society and values, demonstrates the ability of public diplomacy to explain U.S. policies and culture, thereby creating an environment receptive to dialogue.
	Data Source	Data derived from surveys of exchange program participants conducted through independent program evaluations and an on-line survey tool developed to capture pre, post, and follow-up program data.

Indicator #8: Audience Reached through Interactive Alumni Website (PART)		
Output		
TARGETS	FY 2008	25,000
	FY 2007	23,000
RESULTS	2006	21,328
	2005	16,253
	2004	10,380
	2003	6,302
DATA QUALITY	Indicator Validation	As alumni of various public diplomacy initiatives gain status and influence, it is important to ensure that they are still connected with the United States.
	Data Source	This measure tracks the number of alumni registered on the Public Diplomacy alumni web site.



Indicator #9: Percentage of Official U.S. Sourcing, Amount of Coverage, and Rating for U.S. Issues in Pan-Arab Media		
Outcome		
TARGETS	FY 2008	Increase by 10 percent official sourcing and coverage of U.S. issues. Improve positive rating on key issues to above 20 percentage points.
	FY 2007	Increase by 10 percent official sourcing and coverage of U.S. issues. Improve positive rating on key issues to above 20 percentage points.
RESULTS	2006	769 interviews with Pan-Arab and regional outlets (Al Arrabiya, Al Jazeera, BBC Arabic and Persian Services, etc.), and any U.S. Arab/Muslim media (i.e. Bridges TV). Seven Foreign Press Center Tours for visiting correspondents included 32 participants from significant Muslim countries. 61 Domestic Reporting Tours for resident journalists included 150 participants from Muslim countries.
	2005	Conducted 110 Foreign Press Center Briefings; organized 15 reporting tours exclusively for foreign journalists invited from overseas, including eight journalists from Muslim and Arab countries. Organized 35 reporting tours for resident foreign correspondents. Completed 35 television Co-op projects with television stations from countries in every region in the world highlighting positive aspects of U.S. culture and political processes to these foreign audiences; 15 were dedicated to Arab and Muslim audiences.
	2004	October 2004 Media Tenor reports indicated negative ratings for U.S. issues.
	2003	N/A
DATA QUALITY	Indicator Validation	Countering negative perceptions and fostering a greater appreciation of the U.S. abroad and greater receptivity to our policies, especially in Arab and Muslim communities, is of critical importance to support the President's agenda for success in Iraq and Afghanistan as well as advance the freedom agenda in the Arab/Muslim world.
	Data Source	The Public Diplomacy Office of the Bureau of Near Eastern Affairs spearheads the collection of data in coordination with other Public Diplomacy Offices at the Department. Data are also tracked in a Public Affairs sponsored media database. The Department supports a Pan-Arab Media outreach effort whose input informs the data collected for this performance indicator.



Indicator #10: Number of Outreach Activities to Targeted U.S. Audiences and the Media		
Output		
TARGETS	FY 2008	<ul style="list-style-type: none"> <li>Number of outreach activities to U.S. audiences: 500 events, with an estimated reach of 95,000 individuals through in-house briefings, to include 30,000 youth and 100,000 Arab/Muslim audiences.</li> <li>Intergovernmental outreach: reach 120,524 people through local and state government activities, events, and outreach.</li> <li>Distribute 12,000 - 15,000 historical educational videos and curriculum to high schools.</li> </ul>
	FY 2007	<ul style="list-style-type: none"> <li>Number of outreach activities to U.S. audiences: 460 events, with an estimated reach of 90,000 individuals through in-house briefings.</li> <li>Intergovernmental outreach: reach 109,567 people through local and state government activities, events, and outreach.</li> <li>Distribute 15,000 historical educational videos and curriculum to high schools.</li> </ul>
RESULTS	2006	Conducted 571 Washington and regional events for Department's speakers program. Completed 12 Arab/Muslim programs, including attendance at conferences with audience reach of more than 30,000. Reached 135,000 people through in-house and regional briefings and conferences. Provided policy initiatives for two publications with readerships of 4,000,000 and 900,000. Published supplement to magazine that reached over 1.25 million students in 58,000 classrooms. 99,607 contacts made with state and local government officials through presentations at conferences, courtesy meetings, push emails and distribution of Department publications. Responded to 400 requests for information about U.S. foreign policy from governors, mayors, and other state and local officials. Coordinated 1377 interviews and placed 13 opinion pieces and letters (487 TV interviews, 261 radio interviews, 558 print interviews, and 13 op/eds/letters).
	2005	Conducted 650 Washington and regional events. Reached 122,238 individuals through briefings and 50,109 people through local and state government activities, and outreach.
	2004	Speaker programs conducted. Held events involving Department principals. Continued outreach to the community and public outreach to youth.
	2003	Speaker programs conducted. Held events involving Department principals. Continued outreach to the community and public outreach to youth.
DATA QUALITY	Indicator Validation	Public outreach programs provide state and local government officials, and the American public opportunities to exchange views with the Department of State Officials who formulate and implement policy. Conducted throughout the U.S., these programs encourage interest and involvement in foreign affairs and economic development opportunities among broad cross-section of American society. This indicator demonstrates the Bureau of Public Affairs' efforts to strategically facilitate and disseminate the information flow by making the Department officials accessible to the media to explain thoroughly U.S. policies and initiatives.
	Data Source	Independent assessment of program execution.



Indicator #11: Percentage of Arab/Muslim Journalists Reached Through Overseas Reporting Tours		
Output		
TARGETS	FY 2008	<ul style="list-style-type: none"> <li>Majority of participants for the Foreign Press Center reporting tours for visiting correspondents will come from countries with significant Muslim populations.</li> <li>Increase participation on reporting tours by resident journalists from Muslim countries by 10 percent.</li> <li>Coordinate regular (monthly) roundtables for Arab and Muslim journalists with U.S. policy makers.</li> </ul>
	FY 2007	<ul style="list-style-type: none"> <li>Majority of participants for Foreign Press Center reporting tours for visiting correspondents will come from countries with significant Muslim populations.</li> <li>Increase participation on reporting tours by resident journalists from Muslim countries by 10 percent.</li> <li>Coordinate regular (monthly) roundtables for Arab and Muslim journalists with U.S. policy makers.</li> </ul>
RESULTS	2006	<ul style="list-style-type: none"> <li>More than 40 percent of participants for Foreign Press Center reporting tours for visiting correspondents were Muslims and/or were from countries with significant Muslim population; (twenty-nine out of a total of seventy participants).</li> <li>Foreign Press Center increased the participation of resident journalists from countries with significant Muslim populations to participate on domestic reporting tours, including a pilot program to support journalists with limited travel budgets (68 tours with 160 participants from Muslim countries).</li> <li>Held roundtables with Arab and Muslim journalists at least on a monthly basis.</li> <li>Completed a two-week training program for Iraq print journalists.</li> </ul>
	2005	<ul style="list-style-type: none"> <li>Ran two reporting tours for journalists to Iraq to get first-hand information.</li> <li>Through the Media Outreach Center in London, presented at six conferences and roundtables on U.S. policy towards the Middle East and Muslims for Arab journalists resident in Western Europe.</li> <li>Completed 12 reporting tours for journalists invited from overseas; more than 50 percent of the participants came from countries with significant Muslim populations.</li> <li>Completed 45 reporting tours for resident foreign correspondents. (Media organizations fund the costs for their journalists on these tours, which increases the volume of reports generated.)</li> <li>17 Arab Muslim outreach events.</li> <li>50,109 people reached through local and state government activities, events, and outreach. Outreach meetings with elected officials (422), contacts with elected officials at conferences, meetings or via push emails (31,568), information requests from elected officials (461), and outreach to the Middle Eastern American community (575).</li> </ul>
	2004	Bureau of Public Affairs set Arab/Muslim outreach as a priority and designated a Coordinator for Arab/Muslim Outreach to coordinate strategy.
	2003	N/A
DATA QUALITY	Indicator Validation	This is a useful measure of the USG's outreach activities to Arabs and Muslims, particularly those in a position to influence public opinion.
	Data Source	Reports by Media Tenor, an independent media analysis firm, can be useful in validating the effectiveness of the delivered messages. Evaluation of reporting tours by overseas posts.



## V. Illustrative Examples

Promoting International Understanding	
<b>U.S. University Presidents Summit and National Security Language Initiative</b>	Secretary of State Condoleezza Rice and Secretary of Education Margaret Spellings co-hosted the historic U.S. University Presidents Summit on International Education in January of 2006 to engage leaders of U.S. higher education in a renewed partnership to strengthen international education and emphasize its importance to the national interest. Secretaries Rice and Spellings called the Summit, organized by the State Department's Bureau of Educational and Cultural Affairs, to initiate a dialogue on the need for the U.S. government to work collaboratively with the non-governmental sector on the future of U.S. higher education in a global arena. President and Mrs. Bush participated in the Summit. President Bush used the occasion of the University Presidents Summit to announce the National Security Language Initiative (NSLI). NSLI is an interagency initiative of the Departments of State, Education, and Defense, and the Office of the Director of National Intelligence. The initiative is designed to dramatically increase the number of Americans learning critical need foreign languages such as Arabic, Chinese, Russian, Hindi, Farsi, and others through new and expanded programs from kindergarten through university and into the workforce.
<b>Key Influencers</b>	The Bureau of Educational and Cultural Affairs (ECA) inaugurated the Edward R. Murrow Program for Journalists, which brought 124 journalists from around the world to the United States for the initial year. The journalists, representing television, radio, and print media from over 100 countries, had the opportunity to examine journalistic practices in the U.S. through visits to both government institutions and NGOs in Washington, DC, several state capitals, and the campuses of seven leading American schools of journalism. The development of this initiative is due in large part to the dynamic public-private sector partnership. ECA also instituted a new U.S. Department of State partnership with FORTUNE's Most Powerful Women in a mentoring program for emerging women leaders from around the world. Participants in the inaugural year had the opportunity to be mentored by a U.S. senior executive and to develop management and business skills while gaining experience in the competitive, cutting-edge U.S. business environment. The FORTUNE/State-Department of State International Women Leaders Mentoring Partnership is part of a greater effort to increase private sector engagement in U.S. public diplomacy efforts. International participants gain awareness of civic rights and responsibilities, as well as the skills needed to become effective business, civil society and community leaders. Through its professional programs, the Bureau also reaches out to religious leaders and clerics through exchange programs that address religious education, the role of religion in a democratic society, religious diversity and interfaith dialogue, and the role of Islam in America. These programs engage moderate religious leaders and scholars and familiarize these key influencers with the integration of religion, tolerance and respect in America. The programs not only create relationships among the foreign participants but also establish a dialogue between the U.S. and foreign participants that will last long after the exchange itself is over.
<b>Youth Outreach</b>	The Department continues to expand its outreach to young people through the Youth Exchange and Study (YES) program. In 2003, 160 students from 13 countries, the West Bank and Gaza, initiated this academic-year high school exchange. The 2006-2007 YES class includes 674 students from 26 countries, the West Bank and Gaza. YES helps students acquire an understanding of American values, the qualities of leadership, and important elements of a civil society, including concepts such as civic responsibility and volunteerism, the idea that citizens can and do take initiative to deal with societal problems, and an awareness of and respect for the rule of law.



<b>Embassy Beirut Content Management System</b>	<p>On July 17, 2006, immediately after the start of the Israeli-Hezbollah crisis, the Bureau of International Information Programs (IIP) stepped in to relieve the overburdened and shorthanded Embassy Beirut staff and keep the embassy web site operating, communicating information on American Citizens Services and U.S. diplomatic efforts to resolve the diplomatic crisis. This web site was crucial in communicating evacuation advisories and safety information to American citizens and to Lebanese and international actors involved in evacuation and relief efforts. The site also helped keep American policy positions in the Lebanese and international media environments during this volatile period, as evidenced by the jump in weekly visits from 1,000 to 14,000. This contingency action was possible through Embassy Beirut's participation in IIP's automated Content Management System.</p>
<b>Rapid Response Unit</b>	<p>At the request of the Under Secretary for Public Diplomacy, the Bureau of Public Affairs created a 24/7 Rapid Response Unit (RRU) to identify the top media issues America faces overseas each day and to disseminate messages about U.S. foreign policy to Cabinet Secretaries and other senior U.S. officials in Washington, as well as Ambassadors and military commanders overseas. In addition to its early morning report, the RRU initiated a series of special reports on key policy issues and fast-breaking news of importance to the United States. In May of this year, for example, the RRU drafted a series of special media reports on a range of issues including the Iran nuclear program, U.S. negotiation of a peace agreement in Darfur, the release of a new tape by Usama bin Laden, and a Pentagon investigation into an alleged massacre of civilians being in Iraq. The RRU's reports alert policy makers on sensitive new media issues and provide clear talking points that allow officials to make the strongest possible case in the media defending and promoting our policies. In the volatile media coverage of Iraq and hot button issues like Iran, the RRU reports have been instrumental in generating fast and accurate responses to counter misinformation, negative and misleading reporting. Because of the RRU's real-time media analysis and its concise messaging, U.S. officials, both in Washington and overseas, are able quickly push back effectively within the overseas news cycle. On fast-breaking stories on Iraq, for example, we have been able to mobilize Washington officials to appear on the media in the morning rather than at the end of the day, which gets our message out to key Arab TV outlets early enough to make the main evening news.</p>
<b>Chinese Translation of "A Responsible Press Office" Becomes Official Text</b>	<p>After two years of negotiation and discussion with Tsinghua University and the Chinese State Council Information Office, Tsinghua University Press is publishing Embassy Beijing's new translation of A Responsible Press Office, a booklet written by Marguerite Sullivan for the Bureau of International Information Programs. The Chinese State Council Information Office designated the book as part of its official series of textbooks for training Chinese government spokespeople, to be used to train spokespersons and media relations offices in all ministries, provinces and cities in the PRC. Tsinghua University Journalism School is using it as a classroom text. The publication of this textbook and its use in training China's first generation of government spokespersons is a significant development in China's reform. This publication is also quite popular in Iraq, where a press advisor at the Iraqi National Assembly/Council of Representatives has recently translated it into Kurdish. A Responsible Press Office has been translated into 24 languages and received awards from the National Association of Government Communicators, the Public Relations Society of America, and Women in Communications, Inc.</p>
<b>Expansion of U.S.- Style Civic Education Programs in Chile</b>	<p>The Connecticut Consortium for Law and Citizenship Education and the Chilean NGO Fundacion Ideas is expanding the work of "Citizen Project," originally created by the Center for Civic Education in California. The project began in Chile in August 2003 when a speaker recruited by the Bureau of International Information Programs trained 30 teachers in analysis and understanding of public policies. The program has since continued and expanded to public schools in Santiago, Valparaiso and Rancagua. As part of the initiative, the teachers assign students to select a public policy issue, research it, and elaborate a proposal to change or create policy. The students then present the issue to the community for mock hearings and evaluation.</p>



## V. Resource Detail

### State Operations Appropriations by Bureau (\$ Thousands)

Bureau	FY 2006 Actual	FY 2007 Estimate	FY 2008 Request
Bureau of Educational & Cultural Affairs	454,493	432,386	500,766
Bureau of European and Eurasian Affairs	75,026	73,587	76,179
Bureau of Western Hemisphere Affairs	58,725	56,345	59,266
Bureau of East Asian and Pacific Affairs	55,022	53,794	55,694
Bureau of International Information Programs	42,692	40,995	42,140
Other Bureaus	135,377	136,225	146,555
<b>Total State Operations Appropriations</b>	<b>\$821,335</b>	<b>\$793,302</b>	<b>\$880,600</b>